

Message Text

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PAGE 01 SOFIA 01187 031218Z

ACTION CU-04

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FM AMEMBASSY SOFIA

TO SECSTATE WASHDC 3011

UNCLAS SOFIA 1187

E.O. 11652: N/A

TAGS: SCUL, BU

SUBJECT: THRACIAN ART EXHIBIT

TO: KARL KATZ

METROPOLITAN MUSEUM OF ART

NEW YORK, N.Y.

ON JUNE 2 I HAD LUNCH WITH MRS. LYUDMILLA ZHIVKOVA PRIOR TO HER DEPARTURE FOR THE US, AND TOOK THE OCCASION TO MAKE A STRONG PITCH FOR SHOWING THE THRACIAN EXHIBIT IN BOSTON AFTER NEW YORK IN ACCORDANCE WITH YOUR TELEGRAM. IT TURNED OUT THAT SHE WAS UNFAMILIAR WITH THE MATTER BUT THAT HER RANKING SUBORDINATES HAD ALMOST FINALIZED DECISION THAT EXHIBIT IS TO RETURN TO EUROPE IMMEDIATELY AFTER THE NEW YORK SHOWING. DECISION SEEMED TO BE LARGELY DUE TO DAMAGE SUFFERED BY THE EXHIBIT (PERHAPS IN MEXICO?) AND DESIRE TO HAVE IT CLOSER TO HOME, ALTHOUGH ANOTHER SHOWING SEEMS TO BE SCHEDULED FOR BELGRADE LATE IN 1977.

I PLEADED THAT SINCE DECISION SEEMS TO HAVE BEEN TAKEN ON "TECHNICAL" GROUNDS, BULGARIANS RECONSIDER IN LIGHT OF POLITICO-CULTURAL CONSIDERATIONS: FIRST, WHILE SHOWING AT METROPOLITAN MUSEUM WILL BE A MAJOR EVENT, BULGARIANS CAN HAVE A "MULTIPLIER EFFECT" BY BUILDING ON THE NEW YORK SUCCESS AND SHOWING AT ANOTHER MAJOR AMERICAN CULTURAL CENTER. SECOND, IT IS IN THEIR INTEREST TO

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PROLONG THE TIME WHEN AMERICAN CONSCIOUSNESS OF BULGARIA WILL BE STIMULATED BY THE EXHIBIT AND THE ATTENDANT INTEREST FOCUSSED ON THEIR COUNTRY. FINALLY, AS FAR AS RISK OF DAMAGE IS CONCERNED, MOVING THE EXHIBIT FROM NEW YORK TO BOSTON WOULD HAVE AN EXCEPTIONALLY FAVORABLE RISK/BENEFIT RATIO. PROFESSOR ALEKSANDUR FOL, FIRST DEPUTY CHAIRMAN OF COMMITTEE OF CULTURE, UNDERTOOK TO

HAVE THE MATTER REVIEWED. HOWEVER I BELIEVE IT WOULD NOT
BE AMISS TO HAVE ANOTHER GO AT MRS. ZHIVKOVA HERSELF
WHEN SHE IS IN NEW YORK AS SHE IS NOW THOROUGHLY SENSI-
TIZED TO THE MATTER. REGARDS.

WE ARE LOOKING FORWARD TO THE CATALOGUES AND OTHER PUBLI-
CITY MATERIALS WHICH WILL BE VERY USEFUL TO THIS
EMBASSY. IF ADDRESSED TO THE STATE DEPARTMENT (EUR/EE)
THEY COULD BE FORWARDED HERE BY DIPLOMATIC AIR POUCH.
I AM SENDING A SEPARATE MESSAGE TO MR. JOHNSON IN BOSTON.

MARTIN F. HERZ
AMERICAN AMBASSADOR
SOFIA, BULGARIA
TELEX: 22690
HERZ

NOTE BY OC/T: PASSED TO ABOVE ADDRESSEE.

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Message Attributes

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